

SEGMENT ONE

Unit - 1.

Introduction to Communication

- a. Definition of Communication
- b. Process of Communication
- c. Aims or Objectives of Communication

- I. Knowledge
- II. Information
- III. Counselling
- IV. Request
- V. Warning
- VI. Advice
- VII. Rasing Morale
- VIII. Persuasion
- IX. Appeal
- X. Report
- XI. Motivation
- XII. Order
- XIII. Suggestion
- XIV. Complaint
- XV. Instruction

Unit - 2.

Forms of Communication

- a. Verbal Communication
 - I. Oral communication
 - II. written communication
 - III. Communication through Listening and reading
 - IV. Advantages and Limitations of verbal Communication.
- b. Non-verbal communication
 - I. Importance of Non-Verbal Communication
 - II. Types of non-verbal Communication
 1. Body Language
 2. Para Language
 3. Time and space Language
 4. Sign Language

- III. Advantages and Limitations of Non-verbal Communication.

SEGMENT TWO

Letter Writing Techniques

Unit - 1.

Understanding the Basic of Letter Writing

a. Physical Appearance

I. Paper

- 1. Quality
- 2. Colour
- 3. Size
- 4. Continuation Sheet

II. Typing

- 1. On conventional type writer
- 2. On computers
- 3. Advantages of typing on computer

III. Margin

IV. Folding

V. Envelope

- 1. Sizes
- 2. Window Envelope

VI. Superscription

b. Structure of Letter and essential parts of letter.

- I. Heading
- II. Date
- III. Reference Number
- IV. Confidential or personal Note
- V. Inside address
- VI. Attention Line
- VII. Salutation
- VIII. Subject
- IX. Body of the Letter
- X. Complimentary close

- XI. Signature
- XII. Post Script
- XIII. Enclosures
- XIV. Identification Initials
- XV. Carbon copy note

c. Style or Format of Letter

- I. The Indented Form
- II. The Full-Block Form
- III. The semi-Block Form
- IV. The Modified Block Form
- V. The Hanging Indented Form

d. Principles of Effective letter writing

SEGMENT THREE

1. Inquiry Letters

- a. Solicited Inquiry
- b. Unsolicited Inquiry
- c. Routine Inquiry
- d. Inquiry for a special purpose or favor.

2. Reply to Inquiry Letters

- a. Circumstantial reply (favorable and unfavorable)

3. Order Letters

- a. Order Letters by the buyer
- b. Acknowledgment of Order
- c. Execution of Order
- d. Cancellation of Order

4. Complaints and Adjustments

- a. Complaints (e.g. complains for damages, late delivery of goods, inferior quality, shortage in quantity, wrong invoicing, rude behavior of salesperson, etc.)
- b. Adjustment

5. Collection Letters

- a. Definition of collection letters
- b. Essential points pointer for drafting collection letters

c. Stages of Collection letters

- I. Notification stage
- II. Reminder Stage
- III. Strong reminder Stage
- IV. Inquiry Reminder Stage
- V. Warning and Threat Stage
- VI. Thanking the customer for a timely payment
- VII. Reply to a complaint regarding faulty billing

6. Sales Letters

- a. Objectives of Sales Letters
- b. Tips of writing a Sales Letters

7. Job Application

8. Vocabulary

- a. List of commonly confused and misused words **

9. Precise Writing

** List of commonly confused and misused words

1.	Aboard	Abroad
2.	Abstain	Refrain
3.	Accept	Except
4.	Access	Except
5.	Adapt	Adopt
6.	Addition	Edition
7.	Affect	Effect
8.	Alternate	Alternative
9.	Amiable	Amicable
10.	Appraise	Apprise
11.	Ascent	Assent
12.	Avoid	Evade
13.	Bail	Bale
14.	Berth	Birth
15.	Beside	Besides
16.	Boast	Boost
17.	Bought	Brought
18.	Carton	Cartoon
19.	Check	Cheque
20.	Cite	Site
21.	Coast	Cost

22.	Commitment	Commission
23.	Complement	Compliment
24.	Confidant	Confident
25.	Continual	continuous
26.	Credible	Creditable
27.	Curb	Kerb
28.	Damage	Damages
29.	Dear	Deer
30.	Defer	Differ
31.	Deficiency	Deficit
32.	Deny	Refuse
33.	Depose	Dispose
34.	Deprecate	Depreciate
35.	Descent	Dissent
36.	Draft	Draught
37.	Economic	Economical
38.	Eligible	IIIegible
39.	Emigrant	Immigrant
40.	Extant	Extent
41.	Facilitate	Felicitate
42.	Fair	Fare
43.	Foreword	Forward
44.	Hoard	Horde
45.	Industrial	Industrious
46.	Intermediary	Intermediate
47.	Irrecoverable	Irrevocable
48.	Judicial	Judicious
49.	Loose	Lose
50.	Minute	Minutes
51.	Official	Officious
52.	Personal	Personnel
53.	Precede	Proceed
54.	Premise	Premises
55.	Principal	Principle
56.	Respectable	Respective
57.	Role	Roll
58.	Sever	Severe
59.	Sole	Soul
60.	Successful	Successive
61.	Suit	Suite
62.	Vary	Very
63.	Vacation	Vocation
64.	Ware	Wear
65.	Weather	Whether

Structure of Question Paper with Allocation of Marks

- I. A. Theory question based on Segment 1 (Marks-5)
B. Theory question based on Segment 1 (Marks-5)
- II. Objective Questions based on Segment 2 (Marks-10)
- III. Write Any Two out of Three of the following Letters (Segment 3: points 1,2,3,4,5,6,7) (Marks-16)
- IV. Write Any Two of the following Letters (Segment 3: point 1,2,3,4,5,6,7) (Marks-16)
- V. Objective question based on (segment 3: point 8: Vocabulary) (Marks-10)
- VI. Precise Writing (Marks-8)